







# Social Side of City Life

PERSONALS, MEETINGS, CLUB ACTIVITIES, WEDDINGS AND SOCIAL EVENTS

EDITED BY MISS MARION REYNOLDS

PHONE NUMBER 811

It is not the whole of life to live!  
Nor all of death to die.

—James Montgomery.

The Major Anderson chapter, I.O.D.E., is holding a Halloween "Dance" at the Macdonald-Hotel on Saturday, October 27.

H. Roland went this weekend to Edmonton. His mother and sister of Bowden, returned with him and his brother, George, from Bowden. The Comstob Rossen and family of Edmonton, are occupying. Mr. Rossen is from Germany. Mr. Rossen is the new provincial president who joined the Canadian Red Cross who joined the Siberian expeditionary force.

Mr. and Mrs. Charles M. Langer, their second daughter, Helen, recently married in Edmonton, Alberta. The marriage will take place this Saturday at the Canadian Club. Free Press.

Dr. Gordon C. Grey left on Wednesday for the coast and will be back Saturday.

Miss Charlotte Burback, 12401 st.

who went to Calgary last week, returned to Edmonton and will spend a week's vacation with friends.

Mrs. H. E. Young and little daughter, who have been the guests of the rector, Rev. Mr. G. W. Gibbs, at the Anglican Hall of Assembly Court have returned to their home, 12202 100th Street, Edmonton. The young man, Rev. Mr. Thomas, is staying with his mother, Mrs. Thomas, on 10th Street, Edmonton, with friends, on his way to Toronto, where he will join

You need keep nothing, especially after selling her belongings, for the cause of the Red Cross. Every article you can give—any amount—will bring in money for the proper performance of their functions. Take Red Cross.

J. H. Morris &amp; CO., LIMITED

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WATCH THIS SPACE FOR DAILY LIST

Canada Post Office License

25¢ Coton Cloth Lines

Each

Sure Whip, 23¢

Preserved Ginger, 98¢

large jars

Curry Powder, 27¢

per tin

C. &amp; B. Anchovy Sauce, 55¢

per bottle

Anchovy Blistered

Pasta, per jar

Minced Clams, 30¢

Lobster Paste, 25¢

per tin

Chocolate Bars, 5¢

each

Swift's Pure Lard, 32 lb.

per lb.

Tin Powder, 8¢

per tin

Ground Almonds, 60¢

per tin

New Currants, 20¢

per tin

A. &amp; J. C. Canning

Sauces, plates, 35¢

Store Open Until Nine O'Clock

Saturday Evening

\$1.05

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Don't fail to visit the  
newly located Department  
of Infants and Girls to 14  
years on the new Third  
Floor.

Store Opens  
at 8:30 a.m.  
Closes at 6 p.m.

# JOHNSTONE WALKER'S DAILY STORE NEWS

Canadian Food  
Board Retail  
License 8-17031

The attractive New Win-  
dow Displays merely sug-  
gest the magnificence of  
the stocks within.

## 4 Magnificent Fashion Review and Exposition of the Season's Smartest Styles in Women's and Misses' COATS

### Presenting Wonderful Variety, Improved Service and Extraordinary Good Values

OUR WOMEN'S AND MISSES' APPAREL DEPARTMENT, on the 2nd floor, welcomes the chilly winds of October and colder days to come with an assemblage of new Cloth and Fur Coats that surpasses in variety and values any other showing in the city. It's a presentation of the season's smartest and most authentic styles evolved by the leading designers and creators of fashion on this continent.

#### 0 or More Smart New Fall and Winter Coats for Misses

In a Great Variety of Captivating New Styles at \$17.50 to \$40

veral dozen captivating new styles, fashioned on slender youthful and graceful lines that have been enthusiastically endorsed wherever shown. Fashioned in all the new materials and colors—Lively Cowl Cloths, warm and serviceable, Novelties Plaids and rich Wool Velvets.

**THE \$17.50 COAT** ILLUSTRATED TO THE LEFT is of warm blanket cloth, the belt ornamented with a large buckle, the back and button trimmed down. Price..... \$17.50

**THE \$20.00 COAT** IS OF grey mixed plaid tweed, back of coat fastened with a belt and two deep pockets in the bottom of hem, the front belt only continuing to the side back pleats, which are trimmed with large bone buttons. Price..... \$28.50

**THE COAT** ILLUSTRATED TO THE LEFT at \$40.00 is fashioned of the most attractive dark blue plaid, back of coat pleated and tucked like the front, and trimmed with a brown imitation mole fur. Price..... \$40.00

Be sure to be one of the first to go. Price..... \$40.00

THE EXHIBIT ALSO USHERS IN A NEW SERVICE—A bigger, service and better service—brought about as a result of the addition of our new 3rd floor. This expansion has enabled us to completely re-arrange all 2nd floor departments and move all Children's Wear to the new 3rd floor. Consequently the newly arranged Women's and Misses' Apparel Department has greatly increased floor space and more comprehensive stocks.

WARTIME ECONOMY HAS BEEN NO LESS a consideration than style in the selection of these smart practical new modes. So you can come here with the assurance of finding just the type of Coat you have had in mind from a smart serviceable Tweed Coat to a handsome rich Fur Coat of Hudson Seal, whose superb beauty of fur is secondary only to the delightful artistry of style and line which they interpret.

#### Three of Many Tempting Good Values in Women's Coats

Illustrated to the Right at \$22.50, \$25.00, and \$30.00

There's no question but what value is so apparent in these smart inexpensive Coats that they'll be among the first sold out. And although we only illustrate three styles we have a broad and satisfying range from which selection may be made.

Smart, practical, cold-defying Coats, fashioned in all the favored dark shades of frieze cloth, whitney chinchillas, diagonal coatings, etc.

**THE \$22.50 COAT** IS A TEMPTINGLY GOOD VALUE, featured in heather mixture tweed in brown or grey. The front of belt buckled and the side slashed pockets with wide plaid. Price..... \$22.50

**THE \$25.00 COAT** SHOWS A DRESSY COAT of rich black baby alpaca, with wide plaid belt and wide plaid collar, fastened with a belt and collar faced with plaid. Lined throughout with heavy and soft plaid. Price..... \$25.00

**THE \$30.00 COAT** IS A VERY SMART KERSEY CLOTH COAT, belt facing in sections, the lower slanted at the waist line, under the deep belt around the back. The deep collar is faced with plaid. May be had in brown or green or burgundy. Very moderately priced at..... \$30.00

#### A MANUFACTURER'S CLEARANCE GROUPING OF 100 or More Lovely Warm Coats in All the Season's Styles at \$24.95

Coats That Would Ordinarily Sell at an Advance of at Least \$10

Make no mistake about it. This noteworthy special purchase grouping of Women's and Misses Coats offers by all odds the smartest styles and best values to be had in the city. They were offered to us by one of Canada's foremost manufacturers at a special price concession that has enabled us to price them at this low figure for immediate disposal.

They Are Well Worth from \$35.00 to \$37.50



#### 24.95 No Less Than 400 or 500 of the Season's Most Authentic Styles

In All the New Wool Materials and Shades and Salts Seal Plush from \$35 to \$80

An assemblage that holds one spell-bound! An admirable collection of Coats—models which makes provision for every reasonable purchase. There isn't a material or shade that has passed the censorship of fashion but what isn't represented.

They represent the skill and brains of some of the most noted designers and creators of fashion on this continent. No less than four hundred Coats in this particular range and many strictly exclusive models among them. NOTE THE STYLERS' ILLUSTRATION.

Beyond a shadow of a doubt you can do better at JOHNSTONE WALKER'S again this season.



**THE \$35.00 COAT** to left is of fine All Wool Velour, in all the new shades, in tan, grey, dark brown, burgundy, etc., featuring a wide belt, belt with belt continuing across the front, and trimmed with large plaid collar, cuffs and belt. Price..... \$35.00

**THE \$35.00 COAT** to right is specially suitable for an elderly woman, tailored in black beaver and black velvet, belt with belt continuing across the front, belt trimmed with rows of heavy silk stitching and buttons. Price..... \$35.00

**THE \$40.00 COAT** is a fur collared coat of rich black beaver, with belt in at waist line, saffron belt and a buckled trim belt, and topped with a

large size collar of taupe in kit coney. Price..... \$50.00

**THE \$55.00 MODEL** illustrated has a heavy trim, colored lining, belted with a wide plaid belt, and is neatly trimmed with imitation beaver. Price..... \$55.00

**THE \$60.00 COAT** illustrated is a stylish alpaca model, with belt, full plaid lining, and a contrasting belt and well lined throughout. Price..... \$60.00

**AT \$40.00** some stylish Velour Coats are shown, one of which is illustrated, featuring the new "Satin" line, belt with belt continuing across the front, belt and a buckled trim belt, and topped with a

large size collar of taupe in kit coney. Price..... \$50.00

**AT \$65.00** as illustrated, a handsome coat in Salts Seal Plush, a close black glossy pile, with a matching collar, deep cuff and button belt. Price..... \$65.00

**OTHER GOOD COATS** at \$40.00, \$45.00 and \$50.00 are also available. Prices of these coats are moderate, well-sewed-faced, have a contrasting style for stout figures, featuring a good snap-fit belt, belt continuing across the front, belt with belt and a contrasting style.

**THE \$60.00 COAT** has appearance for trimming of Equimette Plush; fashioned with a belt across the back and across the front, ideal for stout or stout and tall figures; trimmed with a large black dyed opa- sum collar. Price..... \$80.00



A Good Wartime Thrift Motto:  
Never Put Off Until Tomorrow  
What You Can Economically  
Buy Today



The Coat That Never Fails  
MUSKRAT

Priced from \$125 to \$215

New Furs may come and old ones may go, but the popularity of Muskrat grows more each season. They are undeniably the best for warmth and wear and when given a touch of the novelty by trimming off with collar and cuffs of a contrasting setting-off with belt and cuffs of a contrasting coat, they are exceedingly attractive.

We have furs from \$125.00 to \$215.00, skillfully made of natural rat skins, perfectly blended, in smart belts 45 inches or the 50 inch with good sweep, with the shape of the coat, or in the 50 inch with a wide belt, with a matching collar, deep cuff and button belt. Price..... \$125.00, \$135.00, \$200.00, \$215.00

**THE \$125.00 MUSKRAT COAT** illustrated is made up of selected skins in full 50-inch coat, with long roll on shawl collar, lined throughout with a matching silk of muskrat fur. Price..... \$125.00

**THE \$135.00 MUSKRAT COAT** is of choice dark muskrat in 45-inch coat, with a matching belt and cuffs and belt across the back of rich Hudson Seal. Stylish coat..... \$135.00

ail Orders for Women's and  
Misses' Coats and Furs  
illustrated on This Page will  
Receive Prompt Attention



Two Magnificent COATS of  
Luxurious Hudson Seal

As Illustrated

ese handsome Coats depend primarily upon the beauty and richness of the peltries for effectiveness, etc. a luxuriously about a Hudson Seal Coat it is almost irresistible to the woman contemplating a purchase of a Fur Coat. While the beauty of these handsome models is further enhanced by large Fox Collars and Cuffs.

**THE \$265.00 MODEL** is a rich Hudson Coat of unusual materials, with a belt in black beaver and black velvet, belt with belt continuing across the front, belt with belt and a buckled trim belt, and topped with a large collar and deep cuffs of black seal. Lined throughout with fancy colored brocade. Price..... \$265.00

**THE \$365.00 COAT** is a rich Hudson Seal Coat of soft tan glossy fur with wide sweep of 40 inch length; is trimmed with a deep muffler collar, and cuffs of Alaska seal fur, lined with colored brocade. Price..... \$365.00

JOHNSTONE WALKER  
LIMITED  
JASPER 2-24-21  
1000 Bloor Street East











